



Information for Home Builders

The Atlas Portland Cement Company

25 Broadway, New York, N. Y.

Chicago

Birmingham

Independence, Kans.



RESIDENCE AT HARTSDALE, NEW YORK
Caretto, Forster & King, *Architects*

Your Home

THE home you are planning to build is to be distinctively your home. It must be beautiful, and practical, and express your individual taste and refinement. It must have the advantages of the latest developments in construction and every other desirable quality that can be put into a home, to give lasting satisfaction, minus regrets.

Therefore, you will be interested in considering the elements entering into home construction:

1. What is required in a thoroughly satisfactory home?
2. What materials and types of construction can be used?
3. What are the advantages and disadvantages of each?
4. What is the newest development in artistic home construction?

These are discussed impartially so you can consider all the possibilities before deciding which form of construction is most desirable.

Such is the purpose of this book.

Before deciding, the matter will, of course, be discussed thoroughly with your architect. His study of your requirements and his broad experience will help you secure a home which will give everything you desire to a greater degree than is possible in any other way—and at considerably less cost.



RESIDENCE NEAR SEATTLE, WASH.



RESIDENCE, HACKENSACK, N. J.
Frank Eurich, Jr., *Architect*



RESIDENCE, FOREST HILLS, L. I.
Albro & Lindeberg, *Architects*

What You Want The principal qualities desired in a home, and which determine, therefore, to a great extent the choice of material or kind of construction are:

Beauty	Resistance to fire
Durability	Low first cost
Resistance to heat and cold	Low upkeep

The principal kinds of construction which offer the advantages desired in greater or less degree are:

Wood	Stone	Reinforced Concrete
Brick	Concrete Block	Stucco

None of these have all the desired advantages. So they will all be considered with their advantages and disadvantages. Then you will know which will give the best average of the qualities you wish.

Wood This is the most common form of construction. All builders understand it. It is easiest to build, lowest in first cost, and can be built attractively.

However, it offers no resistance to fire, either from within or without. Its durability and continued attractiveness depend on frequent, thorough painting.

Brick Brick homes are of two general kinds:

1. Plain brick, which depends for its beauty largely on decoration with stone or wood.
2. Fancy or tapestry brick, which, like stone, is decidedly beautiful in itself.

A well-built brick home is warm in winter and cool in summer. It lasts. Repair and painting costs are low. It gives good protection against fire from the outside, especially if the roof be slate or tile.

Plain brick costs more than wood, and fancy or tapestry brick considerably more. But both make beautiful and satisfactory homes.

Stone Stone possesses in a high degree most of the qualities desired by the house-owner—beauty, permanence, fire-protection, winter and summer comfort, low cost for repairs, etc. However, the very high first cost for material and labor has largely limited the use of stone to expensive homes, except where stone is plentiful and close at hand. Stone is monumental in character and requires spacious setting.

Concrete Blocks This form of construction costs more than wood, but less than brick. It is durable, requires no painting or upkeep, and protects against fire from the outside. It makes a house cool in summer, and warm in winter. It is simple and substantial rather than beautiful, but pleasing effects are possible, especially if used in conjunction with brick or wood or stucco.

Reinforced Concrete A reinforced concrete house, if built with fireproof floors and roof, is fire-safe from within and without. It secures lowest insurance rates, is a permanent structure, and requires almost no upkeep. It offers possibilities of good design in simple mass effects at about the same cost as brick; but elaborate designs increase its cost considerably.

Stucco Good stucco is beautiful and can be made attractively individual in design and treatment. It is lasting. It is warm in winter and



RESIDENCE, HARTFORD, CONN.
A. Raymond Ellis, *Architect*



RESIDENCE, MOORESTOWN, N. J.
J. Fletcher Street, *Architect*

cool in summer. It affords good protection against fire from the outside.

The first cost of a stucco home is low—almost as low as wood. Upkeep is very low—no painting being required, except for wood trim.

What Stucco is Stucco is a mixture of Portland cement, sand, lime and water worked into a plastic mass and used as follows:

Stucco on wood lath or stucco board

(With wood sheathing)

Stucco on metal lath

(With or without sheathing)

Stucco on hollow tile

Stucco on concrete

Stucco on brick

Each of these methods brings good results, though some afford greater fire protection, and are more durable, than others.

Stucco on Wood Lath or Stucco Board This is the most inexpensive form. It

costs less than brick and almost as little as wood. It is used where low first cost is the dominant consideration.

Stucco on Metal Lath 1. Metal Lath on wood sheathing.
2. Ribbed metal lath without wood sheathing.

If metal lath on wood sheathing is used, the stucco bond is somewhat stronger and is reinforced. It is a better form of construction than stucco on wood lath.

If metal lath with high ribs is used, wood sheathing is not required. The ribbed lath is attached direct to the studs or supports in a way that allows inde-

pendent freedom of movement in expansion and contraction. By this method the possibility of cracking is avoided. The ribs also act as reinforcing and strengthen the wall.

In this type of construction, stucco is applied on the inside of the metal lath (between the studs) as well as on the outside. The result is a strong fireproof monolithic wall which keeps the house cool in summer and warm in winter.

Stucco on Hollow Tile In this method, hollow tile blocks are used in place of wood studs and sheathing, and the stucco is applied directly to the tile. If fireproof roof and floors are used with hollow tile walls, complete fire protection is secured.

The cost of stucco on hollow tile is somewhat higher than the other forms of stucco construction (except stucco on brick) but it is one of the best types and its use is increasing.

Stucco on Concrete Stucco can be applied on both reinforced concrete and concrete blocks, resulting in permanent, fireproof construction at a trifle lower first cost than stucco on hollow tile and about the same first cost as stucco on ribbed metal lath (without wood sheathing).

Stucco on Brick This construction has about the same high degree of fire protection as stucco on hollow tile, but being somewhat more expensive, is seldom used for new homes. Stucco is often used, however, for "over-coating" or renovating old brick houses.



RESIDENCE, JAMESTOWN, N. Y.
A. J. Bodker, *Architect*

Stucco Textures

The greatest development in stucco finishes has been the realization of the possibilities of a plastic medium wherein to work on the exterior of a building. The variety of textures that can be obtained is limited only by the ingenuity and artistry of the architect or the stucco contractor.

A number of methods may be used in its application—from special tools to the bare hands. Interesting effects are also possible by unusual handling of the ordinary trowel.

Many good examples of artistic surface treatment are shown in another publication entitled "Guide to Good Stucco."



STUCCO SURFACE TREATMENT THAT
POSSESSES DISTINCTION

Coloring Stucco

Stucco may be colored in two ways; by the use of mineral pigments, or colored sands and stone chips. For colored stucco, and by this is meant also the lighter shades and tints, ATLAS WHITE Portland Cement makes possible true color values. The ordinary grey cement absorbs and muddies the tone. The pure white cement gives them their beauty.

The preferable method of coloring stucco is by using white cement and colored sands or stone chips. These give most delicate and interesting color effects, and at the same time give a color which is permanent. This method also has the value of giving a texture which in itself sets off more perfectly the combination of materials.



ENTRANCE TO RESIDENCE AT GERMANTOWN,
PA.



RESIDENCE, GERMANTOWN, PA.
Carl A. Zeigler, Architect

Summary

For beauty in very large houses, color stucco, stone and fancy brick are first. For smaller homes, stucco gives the greatest range of individuality, with wood and fancy brick second.

For durability, fire protection and resistance to heat and cold, concrete is highest, stone second, better forms of stucco third; next brick, and last, wood.

For low first cost, first wood, next stucco, then concrete blocks, brick, and reinforced concrete, and finally, stone.

For low upkeep (painting and repairs), reinforced concrete, stone, stucco, concrete blocks and brick are about equal. Wood is very costly.

Considering first costs, repairs, beauty individuality, and all the other desirable elements entering into home construction, stucco offers the best combination of advantages for most homes. This accounts for the recent and very rapid growth of stucco construction.

It also accounts for the increased use of stucco for private garages. Stucco garages are attractive and require no painting and no repairs. They have considerable fire protection—important because of the value of the motor car.

Whatever the kind of home you build, the results will necessarily depend in a measure upon good workmanship and good material. Any home can be poorly built. Decide to build well. A well-built house requires less repairing and upkeep and gives far greater satisfaction.

Your Architect

Every prospective home builder should retain an architect. He is familiar with all types of home construction and arrangement, knows what to do and what not to do, and after a study of individual desires comes nearest to building the beautiful home—and the kind of home—you wish. He is familiar with the work and experience of different contractors and knows better than to be governed by price alone. He also knows where to economize and where not to economize. He will save money, avoid mistakes, and relieve you of all details.

Further Information

In every book—however clearly written—some points may require greater clearness, more detailed explanation. Write us about any such points in this book. We are anxious to have you know as much as possible about home building before you proceed. In this respect there is no limit to the cooperation we offer you, your architect and your builder.

Any of the following books will gladly be sent on request:

"Building a Bungalow"

"New Homes for Old"

"Choosing the Garage"

"Concrete on the Farm"

The Atlas Portland Cement Company,
25 Broadway, New York, or Corn
Exchange Bank Building, Chicago.

THE possibilities of stucco in home construction can only be touched upon in this brief brochure, but the subject is thoroughly covered in a booklet entitled "Guide to Good Stucco," which contains a number of photographic illustrations of beautiful homes and various stucco textures, showing what can be accomplished in artistic treatment of stucco surfaces.

A copy of "Guide to Good Stucco" will be mailed you without charge upon request. Address The Atlas Portland Cement Company, New York, Chicago or Birmingham.



RESIDENCE NEAR SEATTLE, WASH.
D. J. Myers, *Architect*



RESIDENCE, BEDFORD HILLS, N. Y.
Aymar Embury II, *Architect*



RESIDENCE, SO. ORANGE, N. J.
Davis, McGrath & Kiessling, *Architects*



RESIDENCE, SO. ORANGE, N. J.
Davis, McGrath & Kiessling, *Architects*



RESIDENCE, ALBANY, N. Y.
D. Stuart Douglas, *Architect*



RESIDENCE, DOUGLASTON, L. I.
Norman McGlashan, *Architect*



RESIDENCE, SYRACUSE, N. Y.
Harry D. Phoenix, *Architect*



RESIDENCE, MINNEAPOLIS, MINN.
Buechner & Orth, *Architects*



RESIDENCE, MINNEAPOLIS, MINN.
W. W. Purdy, *Architect*



RESIDENCE, MINNEAPOLIS, MINN.
Irving Goldstein, *Architect*



RESIDENCE, DONGAN HILLS, S. I.
Aymar Embury II, Architect



RESIDENCE, GERMANTOWN, PA.
Druckenmiller, Stackhouse & Williams, Architects



RESIDENCE, ENGLEWOOD, N. J.
Davis, McGrath & Kiessling, *Architects*



RESIDENCE, BRONXVILLE, N. Y.
Bates & How, *Architects*

Atlas Portland Cement

In every type of home construction, Portland Cement is used to some extent. As manufacturers of the most-used Portland cement, we have come in contact with all types of construction. The information given on the advantages and disadvantages of the various construction is the result of this experience. You are now in a position to discuss with understanding these different types with your architect and appreciate the wisdom of his recommendations for good construction and good workmanship rather than to decide entirely on

price or any other single consideration.

Whichever type of construction you choose, Atlas Portland Cement, "The Standard by which all other makes are measured" will give the same excellent result that the United States Government secured in its use of over 7,500,000 barrels for the Panama Canal.

Atlas is high-grade, uniform and reliable. The qualities have commended it to architects, engineers, and contractors to such an extent that it is the leading and most-used cement in the world.

Atlas-White

Non-Staining Portland Cement

Atlas-White is the cement that made color stucco possible. It is a pure white, non-staining Portland cement of the highest quality and shows the true color values of color aggregates or mineral pigments. The warm, mellow buffs, creams and browns so much desired, and the interesting variation and blending of color tones and textures illustrated in this book are results of the use of Atlas-White. Atlas-White

is also used to secure a beautiful, pure white finish for stucco homes, garages, pergolas, and in making fountains, sun dials, garden seats, etc. It affords a very effective background for trailing vines, shrubbery and evergreens.

Atlas-White, because of its non-staining quality, gives a beautiful white-joint when used for pointing and setting stone, tile and brick.

The Atlas Portland Cement Company

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